

Draft



**ENHANCED MUNICIPAL SERVICES DISTRICT COMMISSION  
CITY OF SCOTTSDALE  
COMMUNITY DESIGN STUDIO  
7506 E INDIAN SCHOOL ROAD  
SCOTTSDALE, ARIZONA  
SEPTEMBER 15, 2004  
MINUTES**

**PRESENT:** Scudder Gookin, Jr., Chairman  
Paul Piazza, Vice-Chairman  
Marilyn Atkinson, Commissioner  
Bambi Johnson, Commissioner  
Steven Scholz, Commissioner

**ABSENT:** Anselm Bischoff, Commissioner

**STAFF:** John Little, Executive Director  
Michelle Korf, Deputy Director

**OTHERS  
PRESENT:** Michelle Olson, Olson Communications  
Frank Maguire, 5<sup>th</sup> Avenue Merchants Association  
Michael Fernandez, Brown Stetson Merchants Association  
Judi Pinch, Old Town Merchants Association  
John Eby  
Allen Pile

**CALL TO ORDER**

Chairman Gookin called the regular meeting of the Enhanced Municipal Services District Commission to order at 5:36 p.m.

**ROLL CALL**

A formal roll call confirmed members present as stated above.

Chairman Gookin requested Item number 5 on the agenda be heard next:

**STATUS OF FY 05 EMSD BUDGET**

Ms. Korf distributed two documents indicating budget and expenditures associated with the EMSD. The handout showing the overall budget allocation included \$500,000 for the marketing consultant contract and \$17,000 for annual district update. A tentative funding carry-over from

FY 03-04 in the amount of \$115,920 may need Council notification before use. Another hand-out outlined expenditures related to the marketing agreement budget as approved by the Commission on August 12, 2004.

Responding to Chairman Gookin, Ms. Korf said staff would know the status of the additional carry-over funds by the next meeting in October.

### **STATUS OF AREA GRANT APPLICATIONS**

Ms. Korf noted three applications had been received and presentations would be heard tonight.

#### **Application 1**

John Eby discussed his application requesting a \$15,000 grant to be used for the Ultimate New Years Eve Block Party to be held December 31, 2004. He distributed a fact sheet from the previous Block Party and reviewed items from a demographic study. He stated the overall economic impact of last year's party was \$1.5M.

Mr. Eby indicated he had a letter of support from the Fifth Avenue Merchants, but Mr. Maguire said he had not received a signed copy with their stipulations, and they had not endorsed approval of this funding from their district allocation of area grant funds.

Chairman Gookin noted this was a for-profit organization and the Commission's guidelines limited contributions to non-profits.

Michael Fernandez discussed some problems with clean-up after last year's party and questioned where parking would take place.

Mr. Eby pointed out two parking garages and also noted there was a contract with the city for clean-up. He further pointed out there would be five entrances to the block party this year and the boundaries were being extended to encompass Marshall Way and the borderline of Brown/Stetson.

Concerns were expressed by Commissioners in regard to the early closure of Scottsdale Road on New Years Eve, and the impact that would have on sales.

Responding to Commissioners regarding where this area grant funding might come from, Ms. Korf said there was \$20,000 in a contingency fund which the Commission could choose to use a portion of, or they could specify it come from one or more of the districts' unallocated area grants.

Commissioner Atkinson noted that the Jaycees were also planning a New Year's Eve Party at the Civic Center Plaza and may also be requesting funding. They are a non-profit group.

Responding to Judy Pinch, Mr. Eby informed there was also a program planned for the daytime called the Mayor's Cup, utilizing high school bands, which would draw people downtown for shopping. Discussion was held about perhaps using area grant funds to support this portion of the event.

Michelle Olson expressed her discomfort at granting this funding tonight before the Marketing Committee had an opportunity to provide their input.

**COMMISSIONER ATKINSON MOVED TO TABLE THIS APPLICATION UNTIL THE NEXT MEETING IN ORDER TO RECEIVE MORE DETAILED INFORMATION. COMMISSIONER PIAZZA SECONDED THE MOTION WHICH CARRIED 5-0.**

#### Application 2

Michael Fernandez presented an application for \$4400 in area grants, in behalf of the Brown/Stetson Merchant Association and the District, to be used for advertising targeted toward Nascar fans. A copy of the ad was presented and received favorable comments from Commissioners.

**COMMISSIONER ATKINSON MOVED FOR APPROVAL OF THIS APPLICATION FOR \$4400 IN FUNDING FROM THE AREA GRANTS PROGRAM. COMMISSIONER JOHNSON SECONDED THE MOTION WHICH CARRIED 5-0.**

#### Application 3

Michael Fernandez presented another application in the amount of \$7500 to be used for a horse drawn trolley, seating 10-12 people, on specific dates during season. He reviewed a map of the route for the trolley and noted it would be a free attraction with stops at several hotels.

**COMMISSIONER ATKINSON MOVED FOR APPROVAL OF THIS APPLICATION FOR \$7500 IN AREA GRANTS FUNDING. COMMISSIONER JOHNSON SECONDED THE MOTION WHICH CARRIED 5-0.**

#### **MARKETING WORKING GROUP UPDATE**

Commissioner Atkinson reviewed items this group has been working on including: an accurate map and directory, a brochure, advertising, and some modifications to the logo.

Commissioner Scholz suggested having Hotel Concierges review new brochures before printing.

Commissioner Johnson noted the subcommittee will be meeting again on September 22 and items for discussion included a promotion for shopping coming up for the December issue, and securing the rights to the "Downtown" song for advertising.

Commissioner Johnson suggested adding "possible action" to the Marketing Working Group Update agenda item so items could be acted upon in a more expedient manner. She further reiterated that whenever a meeting was held between Olson and the city, a commission member should also be present.

Discussion was held about the disposition of season theater tickets, and it was decided Ms. Korf will determine their location.

### **FUTURE AGENDA ITEMS/COMMISSIONER ANNOUNCEMENTS**

It was decided that the next agenda shall include discussion on the EMSD carry-over, budget information, grant applications, review of the marketing plan edits, and that "possible action" will be added after each item.

### **STAFF ANNOUNCEMENTS**

Ms. Korf noted the City Council will appoint an EMSD Commissioner at their September 21, 2004 meeting. She also presented a flyer regarding the Downtown Week event beginning September 21, 2004, which would also include an art walk.

The next Commission meeting will be held on October 20, 2004. Chairman Gookin, recognizing tonight was a Jewish holiday, requested Commissioners notify staff and have the meeting rescheduled if it ever conflicted with their faith.

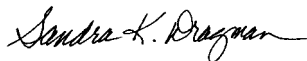
### **ITEMS FROM THE FLOOR**

Frank McGuire discussed his concerns about the New Year's Eve Block Party and noted it was not his intent to give this group any area grant money nor recommend the Commission fund the event.

### **ADJOURNMENT**

With no further business to discuss, the regular meeting of the Scottsdale Enhanced Municipal Services District Commission was adjourned at 7:35 p.m.

Respectfully Submitted



Sandy Dragman  
Recording Secretary